CANADIAN MOVING PICTURE DIGEST

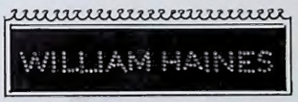
Vol. 20, No. 6 | TORONTO 2, CANADA | June 9th, 1928

MARQUEE TALK FOR '28-'29

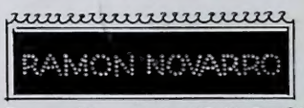
when you've a big M-G-M star name to put up in your lights every week in the year — oh boy, what a grand and glorious feeling!

John Gilbert in *"The Devil's Mask"* and 1 more

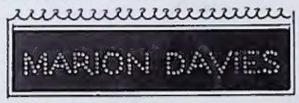
Greta Garbo in *"Tiger Skin"* and 2 more



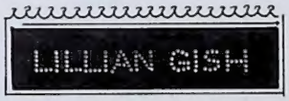
William Haines in *"Excess Baggage"* and 3 more



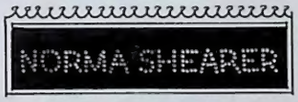
Ramon Novarro in *"Gold Braid"* and 1 more



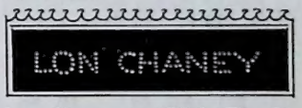
Marion Davies in *"Dumb Dora"* and 2 more



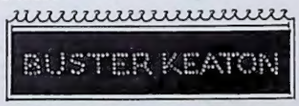
Lillian Gish in *"The Wind"*



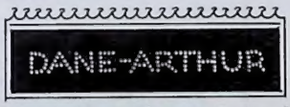
Norma Shearer in *"Ballyhoo"* and 3 more



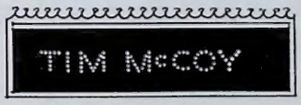
Lon Chaney in *"While The City Sleeps"* and 3 more



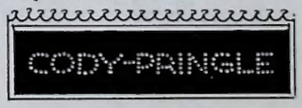
Buster Keaton in *"The Camera Man"* and 1 more



Dane-Arthur in *"Camping Out"* and 3 more



Tim McCoy in 6 thrilling outdoor pictures



Cody-Pringle in *"The Baby Cyclone"* and 2 more

IN ADDITION TO

3 SPECIALS

SHOW PEOPLE
Marion Davies
William Haines

THE CARNIVAL OF LIFE
John Gilbert
Greta Garbo

THE LOVES OF CASANOVA
M-G-M's great surprise special

3 COSMOPOLITAN PRODUCTIONS
Our Dancing Daughters
Breakers Ahead
Mothers and Sons

104 M-G-M NEWS

6 GREAT EVENTS (Technicolor)

2 FLASH (Dog Star)

26 M-G-M ODDITIES

3 ELECTRIC LIGHT HITS
The Bellamy Trial
The Wonder of Women
A Free Soul

40 HAL ROACH COMEDIES
10 OUR GANG
10 LAUREL-HARDY
10 CHARLEY CHASE
10 ALL STAR

M-G-M
THE IMPORTANT COMPANY

PUBLISHED BY
CANADIAN MOVING PICTURE DIGEST COMPANY LIMITED
259 SPADINA AVENUE, TORONTO 2

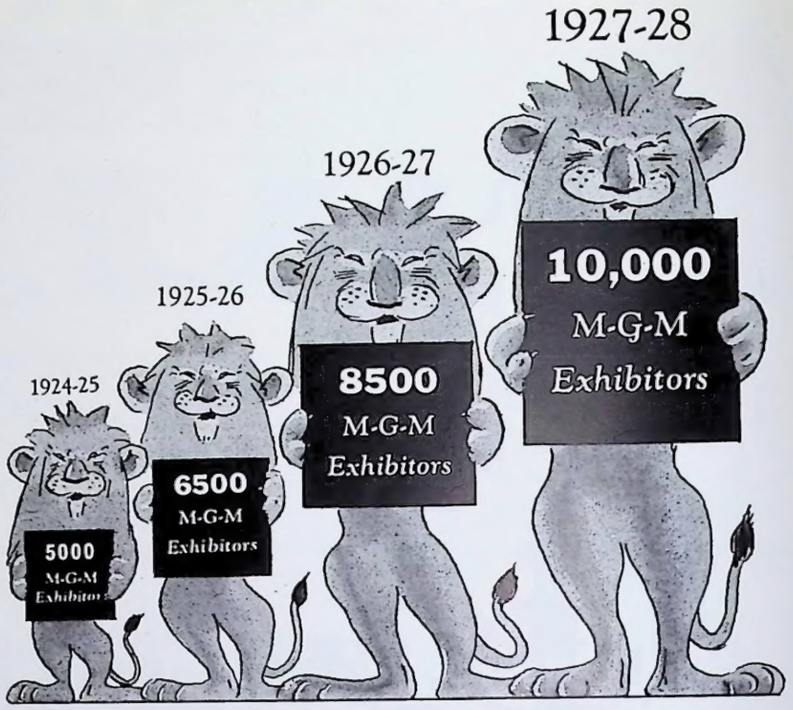
JUST A FEW OF THE MANY HITS THAT MADE M-G-M THE TOP OF THE INDUSTRY

M-G-M in 1924-25: *His Hour, The Navigator, The Snob, The Silent Accuser, He Who Gets Slapped, Sinners in Silk, So This Is Marriage, Excuse Me, Lady of the Night, Cheaper to Marry, Wine of Youth, The Red Lily, The Great Divide, etc.*

M-G-M in 1925-26: *The Unholy Three, A Slave of Fashion, Pretty Ladies, Never the Twain Shall Meet, The Midshipman, The Merry Widow, His Secretary, The Black Bird, Ibanez' Torrent, Beverly of Graustark, Brown of Harvard, Mike, Road to Mandalay, The Barrier, etc.*

M-G-M in 1926-27: *The Waning Sex, The Temptress, Upstage, War Paint, Tin Hats, Flesh and the Devil, Tell It to the Marines, Slide, Kelly, Slide, Lovers, Mr. Wu, Tillie the Toiler, Rookies, Twelve Miles Out, The Flaming Forest.*

M-G-M in 1927-28: *Ben-Hur, The Big Parade, The Student Prince, Love, The Enemy, The Fair Co-Ed, London After Midnight, West Point, The Divine Woman, The Big City, The Latest from Paris, The Smart Set, Across to Singapore, Laugh Clown Laugh, The Cossacks, etc., etc.*



PRODUCT TALKS LOUDER THAN WORDS!

when showmen buy for next season they ask what did the product do at the box office this year and last year and the years before. Facts show that the only consistent money maker is

1928-29 THE BIGGEST M-G-M YEAR OF ALL!

Presenting

3 SPECIALS
SHOW PEOPLE
Marion Davies
William Haines
THE CARNIVAL OF LIFE
John Gilbert
Greta Garbo
THE LOVES OF CASANOVA

4 LON CHANEY
While the City Sleeps
and 3 others

3 GRETA GARBO
Tiger Skin, Single Standard
and 1 more

4 WILLIAM HAINES
Excess Baggage
and 3 more

3 MARION DAVIES
Dumb Dora and 2 more

2 RAMON NOVARRO
Gold Braid
and 1 more

2 JOHN GILBERT
The Devil's Mask
and 1 more

4 NORMA SHEARER
Ballyhoo
and 3 more

2 BUSTER KEATON
The Camera Man
and 1 more

1 LILLIAN GISH
The Wind

4 DANE-ARTHUR
Camping Out
and 3 more

3 CODY-PRINGLE
The Baby Cyclone
and 2 more

2 FLASH
The Amazing Dog Star
in Grease Paint
and 1 more

6 TIM McCOY

3 COSMOPOLITAN PRODUCTIONS
Our Dancing Daughters
Breakers Ahead
Mothers and Sons

3 ELECTRIC-LIGHT HITS
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A Free Soul

40 HAL ROACH COMEDIES
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10 CHARLEY CHASE
10 ALL STAR

104 M-G-M NEWS
Twice Weekly

6 M-G-M GREAT EVENTS
Entirely in Technicolor

26 M-G-M ODDITIES
UFA world-wide gems

THE METRO GOLDWYN MAYER LION
THE GREATEST STAR ON THE SCREEN

METRO-GOLDWYN-MAYER

THE IMPORTANT COMPANY

Canadian Moving Picture DIGEST

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Editor and Managing Director

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"Tu quoque Brute" (and Thou too, Brutus)

RAY LEWIS

RECENTLY there was an announcement that Mr. Joseph Kennedy had purchased from Mr. E. F. Albee the latter's interest in the Keith-Albee-Orpheum circuit of theatres. The press in general gave dignified space to the news, some citing that the control of the company had passed on to Mr. Kennedy, President of FBO, and his banking interests, others implying that there had been a merger of interests.

"Sime," who has for years been hanging like the Sword of Damocles, over the grey and honored head of Mr. E. F. Albee, breaks out like a Bad Indian full of firewater, and the kind of "dope" or inside information which proclaims that Albee is out, and the Young Blood is now in, conducting and controlling the destiny of the Keith-Albee-Orpheum Interests. Numerous articles hold aloft "the scalp" of Mr. E. F. Albee, while these same articles go into a rhapsody concerning the "New Blood." This eulogizing of Mr. Kennedy at the expense of Mr. Albee must be most distasteful to Mr. Kennedy who is a gentleman of breeding, discernment, and modesty.

"Sime" does not relate the new deal from its news angle, but finds occasion for foaming at the mouth, "throwing a fit," as it were; and throughout his paper, exults in the statement, "Albee is out."

"Out - out - out," he shrieks all over "Variety," ready to do an "In Memoriam" number for Mr. E. F. Albee when that veteran of seventy years is still a living Caesar, still at his desk, and still full of life's activities.

"Tu quoque Brute" I can hear Mr. Albee say, as he reads "Sime's" death sentence; and feels the vindictive, malicious knife-thrusts that this man, whom he for so long befriended, now plunges recklessly into his heart's work, his showmanship, his philanthropy.

"Tu quoque Brute" so said Caesar to Brutus, when in the senate, Brutus drove his dagger into the body of a Caesar, who looked upon Brutus as his dearest friend.

From you, "Sime," I should have expected for Mr. Albee, were his retirement authentic, a glorious valedictory. You who have built up your fortunes in the lap of Mr. Albee's generosity and advice to you! You who should have learned that callous as our business appears to be, we still have within our hearts a respect for age, for that man who has fought his way to success by his own efforts.

Before Mr. Marcus Loew passed away, the active control of his company was virtually in the hands of Mr. Nicholas Schenck.

Nicholas Schenck's attitude toward the late Marcus Loew was respectful, considerate, tender, one might say. He used himself as a shield to ward off whatever criticism was levelled at him.

No one conceived the idea, of accusing the late Marcus Loew of being a failure, of glorifying his retreat from the active participation in his business, because ill-health made his duties too trying for him.

Mr. Albee writes me that he was in ill-health, after his return from Florida, but that he is well and strong again; and despite the various articles published concerning him, he is active as ever. I have every reason to believe Mr. Albee's statements; and every reason to disbelieve "Sime's" statements since they are but "father to the wish" inspired by a spirit of revenge, a desire to do Mr. Albee an injury.

From twelve years of age until three score and ten Mr. Albee has laboured, worked, from the circus to the stage. Over the American continent, over the seas, he has expanded his interests.

Sixty years of ambition, of building up, of application, of service to Humanity, of service to the entire interests of Entertainment. Is this the occasion for your revenge, "Sime?" Would it not be more fitting to the dignity of our Industry into which you have forced yourself, that you "Render unto Caesar the things which are Caesar's," that you pay tribute to this man, who like many veteran showmen of our Industry, built up their positions, not through an inheritance of wealth, and position, but by the very sweat of their brow, their own spirit to strive to win.

Are we to bless The Sabbath of their ease when these men seek to retire, or are we like the slave-drivers of old, coming forward with the Whips of Youth, Inflated Egos, are we to lash these veterans into Oblivion?

"Tu quoque Brute," think about it "Sime." There is a sublime nobility in being just. If Mr. Albee is still at his desk, surely you, who know Mr. Albee, his economic independence, his affiliations, his social, political and strategic position, you cannot believe that he is there to draw a weekly salary, to take orders from "Young Blood."

It so happens that "Young Blood" realizes that there is an asset in experience, that the man who has built up a business knows that business, that all he has put into a business through affiliated interests, years of business friendships, is most valuable to that business. That all the brain power in this world is not concentrated in Young heads, or "Young Blood," that Carl Laemmle, Adolph Zukor, Joseph Schenck, Nicholas Schenck, etc., etc., are among those men who started to build up this business of Motion Pictures when it was 99% a question mark; and this Industry would sustain a definite loss were any of these men to eliminate their personality, their field of experience from Motion Pictures.

Ray Lewis

Ray Presents

THE Canadian Moving Picture Digest was opposed editorially to the Brookhart Bill; and was instrumental in enlightening exhibitors as to its government control angle.

The Canadian Moving Picture Digest has fought editorially against The Quebec Taschereau Bill, which prohibits children under sixteen from attending motion picture theatres.

The Canadian Moving Picture Digest helped to organize the exhibitors for the elimination of the Amusement Tax, which secured the elimination of this tax up to and including 25c.

The Canadian Moving Picture Digest is campaigning now for the elimination of the Amusement Tax up to and including 50c.

The Canadian Moving Picture Digest protested against the Sapiro interference in the recent International Picture Issue.

The Canadian Moving Picture Digest campaigned for years for an internationalism in Motion Pictures, with the result that the idea was finally taken up seriously by the U. S. Picture Industry.

The Canadian Moving Picture Digest was opposed to the Film Quota and campaigned against it.

The Canadian Moving Picture Digest was opposed to the publication of the "White List" in Canada and campaigned against it, succeeding in having our Industry withdraw its support to such publication in Canada.

THE Canadian Moving Picture Digest is opposed to Anti-American Film Propoganda and campaigned against it, there being now a very noticeable decrease of such propaganda throughout our press in Canada to-day.

The Canadian Moving Picture Digest was opposed to the exclusion of German-made pictures, or any other foreign-made films from Canada, and campaigned against such unfair trade tactics.

The Canadian Moving Picture Digest has always and is opposed to the elimination of the Independent Exhibitor and Producer.

THE Canadian Moving Picture Digest was opposed to executives giving statements to the press which were contradictory to the transactions governing these statements which followed; and campaigned against such procedure.

The Canadian Moving Picture Digest has been opposed to an indisciplined and unrestrained use of the press for sensational publicity concerning the players of our Industry, and campaigned against such conduct.

The Canadian Moving Picture Digest has been interested in exhibitors' organizations, and campaigned for the strengthening of the Exhibitors' position in the Industry; knowing that the strength of this Industry in relationship to the public, in relationship to legislation was concentrated in the power of the theatre owner.

The Canadian Moving Picture Digest has advocated, supported, and suggested the "Community Spirit" angle in relationship to Motion Picture Theatres.

The Canadian Moving Picture Digest has been opposed to the "presentation idea" which dwarfed the value of the picture.

THE Canadian Moving Picture Digest has been opposed to the conduct which left unprotected from imitators a producer's idea in connection with a forthcoming production, and campaigned for some protection to obviate such overlapping and the added financial risk of production.

The Canadian Moving Picture Digest was and is opposed to any movement which causes dissension between exhibitors and distributors.

The Canadian Moving Picture Digest was opposed to the exclusion of exhibitor-producer from exhibitor organizations.

The Canadian Moving Picture Digest is in favour of arbitration and opposed to any legal or legislative action on any issue which has possibilities of being settled within the Industry.

The Canadian Moving Picture Digest was opposed to the elimination of the foreign exhibitor in his own country, through a desire on the part of any organization in any other country to monopolize the Film Industry.

The Canadian Moving Picture Digest years ago pointed out the retaliatory legislation which such an expansive program would inspire.

THE Canadian Moving Picture Digest was and is opposed to any legislative interference in the conduct of our Industry.

The Canadian Moving Picture Digest is opposed to any editorial policy which makes any paper a "Yes Sheet" for distributors, or exhibitors' organizations.

The Canadian Moving Picture Digest has not been opposed to "block and blind booking" save where this method of doing business has been abused, seeing the advantage to small exhibitors of a year's protection on product supply.

The Canadian Moving Picture Digest was and is opposed to the publication of million dollar salaries in connection with stars, because of its reaction upon the "reformer."

The Canadian Moving Picture Digest was and is opposed to the introduction of public names into Motion Pictures at fabulous salaries regardless of the ability of these names.

The Canadian Moving Picture Digest was opposed to star-baiting and all the evils which centralized around this principle of conduct.

The Canadian Moving Picture Digest was and is opposed to public names in Motion Pictures subjecting the Industry to censure and ridicule, adverse legislation, moral, financial loss through conduct not commensurate with the position these names maintain.

THE Canadian Moving Picture Digest is in favour of a Motion Picture League of Nations with mutual protection for all national and international film interests; and an international exchange of film trade.

The Canadian Moving Picture Digest is opposed to the production of any Motion Picture which does not treat respectfully and truthfully all races, creeds, nations.

The Canadian Moving Picture Digest was and is opposed to the elimination of the Trade Press, this Industry needs its Trade Press which it can always rely on to defend the Industry; and was and is opposed to the program of national advertising as has been followed, realizing the futility of depending on a Trademark to secure and retain a market. Pictures only count!

The Canadian Moving Picture Digest was opposed to "weak sisters" in pictures; and advocated, "fewer, but better pictures."

The Canadian Moving Picture Digest was and is opposed to an overestimation of star value, stressing the importance of "The Play's the Thing."

The Canadian Moving Picture Digest was and is opposed to the indiscriminate giving of free space by the Trade Press; and advocates the value of all space which should be utilized to record news, and to create Trade!

THE Canadian Moving Picture Digest stresses the importance of all space whether paid, or free; and the advisability of always making this space sell an idea, or product in any publication.

The Canadian Moving Picture Digest was and is opposed to any individual using an exhibitor's, or

(Continued on Page 8)

PATHE

Pictures for 1928-29 Set a New High Standard in Motion Picture Production

Note the Outstanding Features

"THE GODLESS GIRL"—Cecil B. DeMille's super-attraction.

"TENTH AVENUE"—with Phyllis Haver, Victor Varconi and Joseph Schildkraut.

"THE COP"—William Boyd, with Alan Hale and Jacqueline Logan.

"SHOW FOLKS"—with Jeanette Loff, Eddie Quillan and Robert Armstrong.

"POWER"—William Boyd with Jacqueline Logan and Alan Hale.

"CRAIG'S WIFE"—with Irene Rich; from the Broadway Stage Success.

"RED MARK"—Personally directed by James Cruze.

"CELEBRITY"—Adapted from the play by Willard Keefe.

"NED McCOBB'S DAUGHTER"—with Anna Q. Nilsson, Robert Armstrong and a great all star cast.

"THE SPIELER"—with Jacqueline Logan and Alan Hale, from an original story.

"LOVE OVER NIGHT"—Rod La Rocque, with Jeanette Loff, Tom Kennedy and Mary Carr.

"ANNAPOLIS" — with Lina Basquette and John Mack Brown.

"THE GETAWAY"—with Jeanette Loff, George Duryea and Robert Armstrong—from the original story by Ernest Pascal.

"MAN-MADE WOMEN"—with Leatrice Joy and H. B. Warner.

"LISTEN BABY"—from the Red Book Magazine story by Elsie Janis.

"MARKED MONEY" — Junior Coghlan, Alan Hale and George Duryea.

"CAPTAIN SWAGGER"—with Rod La Rocque. A Hector Turnbull production.

"FORBIDDEN LOVE"—Lili Damita, the great European sensation.

"NOISY NEIGHBOURS"—Eddie Quillan and the Quillan family.

"SQUARE SHOULDERS"—Junior Coghlan and George Duryea.

"LEATHERNECK"—from the original story by Elliott Clawson.

"FLYING FOOL"—from story by Ernest Pascal.

"HIGH VOLTAGE" — from story "THE TROUBLE SHOOTER" by Tay Garnett.

"THE ELEVATOR GIRL"—with Jeanette Loff, George Duryea and Robert Armstrong.

"GERALDINE"—with Eddie Quillan, from the story by Booth Tarkington.

"SAL OF SINGAPORE"—with Phyllis Haver and Alan Hale.

"THE OFFICE SCANDAL"—with George Duryea.

"THE SHADY LADY"—with George Duryea.

PATHE SUPER WESTERNS, starring Leo Maloney, Harry Carey, Wally Wales, Don Coleman.

Mack Sennett Comedies

20 TWO-REELERS that will set up fresh standards in short laugh-films.

"DAN, THE TAXI MAN"—with Jack Cooper and Carol Lombard.

"THE TIRED BUSINESS MAN"—with Billy Bevan and Carmelita Geraghty, a new big cast of fun makers.

"HANDY ANDY" — featuring Andy Clyde and Anita Barnes.

"SMITTY AND HIS PALS"—from the famous cartoon character.

Pathe Short Subjects

PATHE NEWS - PATHE REVIEW
GRANTLAND RICE SPORTLIGHTS
AESOP'S FILM FABLES
FIVE PATHE SERIALS - EACH IN TEN EPISODES

REGAL FILMS LIMITED *Pathe Distributors for Canada*

Toronto - Montreal - St. John - Winnipeg - Calgary - Vancouver

Distributing-Producer Unit to Hold Convention

Remains Sole Independent Producer of Short Subjects

EDUCATIONAL'S convention in Montreal was the first sales convention ever conducted in Canada by one of the big American distributing companies. Montreal was selected as the location for Educational's 1928 convention when a number of most cordial invitations to meet there were received by Mr. Hammons from Canadian officials during the progress of Educational's meeting at Los Angeles last year. These invitations came from Mackenzie King, Premier of Canada, L A. Taschereau, Prime Minister of the Province of Quebec, Mederic Martin, Mayor of Montreal, and several other officials as well as a number of Canadian exhibitors.

Business sessions were held Tuesday, Wednesday and Thursday, May 22, 23 and 24, with home office executives and managers of all of Educational's thirty-six exchanges in the United States and Canada in attendance. Oscar Hanson, Canadian General Manager, H. L. Pfaff, Toronto Branch Manager, Phill Hazza, Montreal Branch Manager, and the managers of Educational's four other Canadian offices acted as hosts to the visiting delegates from the States. According to the latter, they proved to be quite royal hosts.

On Tuesday night the convention delegates were guests of honor at a banquet given at the Mount Royal Hotel, convention headquarters, by the theatrical interests of Montreal, and B. E. Norrish of Associated Screen Service was host at a luncheon on board the Canadian Pacific liner, Montclare on Wednesday. At this luncheon Mr. Hammons introduced Mr. Burtis, author of the Russ Farrell stories and Mr. Howes, the star, to the convention and both made addresses on their plans for the Russ Farrell series.

On Thursday afternoon the convention delegates, after winding up their business at luncheon, went to the Mount Royal race course where Mr. Hammons awarded a special trophy to the winner of the Victoria handicap.

Besides Mr. Hammons the executives from the Educational Home Office who attended the convention included A. S. Kirkpatrick, assistant general manager; J. R. Wilson, domestic sales manager; Gordon S. White, director of advertising and publicity, and Harvey Day, Kinograms sales manager. Captain G. McL. Baynes, head of the Kinogram Publishing Corporation; Arthur Lucas, special southern representative, and Jack Skirball, special representative of Ohio were present. The branch managers present in addition to the three Canadians above named included J. H. Morgan, Albany; J. H. Butner, Atlanta; J. J. Scully, Boston; H. P. Brink, Buffalo; H. D. Buckley, Calgary; J. A. Reynolds, Charlotte; D. Dubin, Chicago; L. J. Klar, Cincinnati; H. R. Skirboll, Cleveland; F. A. Tomes, Dallas; A. P. Archer, Denver; J. L. Winn, Des Moines; H. H. Starr, Detroit; H. C. Dressendorfeer, Indianapolis; Russell Borg, Kansas City; J. L. Merrick, Los Angeles; L. Goldberg, Louisville; E. J. Weisman, Milwaukee; Max Stahl, Minneapolis; H D. Noble, New Haven; N. P. Eberley, New Orleans; A. Greenblatt, New York; W. J. Cammer, Oklahoma City; L. Blank, Omaha; C. S. Goodman, Philadelphia; J. Kaliski, Pittsburgh; W. A. Owens, St. John; C. H. Messenger, Salt Lake City; S. J. Hankin, St. Louis; G. C. Blumenthal, San Francisco; B. W. Rucker, Seattle; R. J. Appleton, Vancouver; J. A. Bachman, Washington, and S. A. Chalu, Winnipeg.

Simultaneously with the holding of the Educational convention in Montreal the Educational Studios in Los Angeles re-opened with several companies starting work on the new season's product. All the fifty-two two-reel comedies, and the one series of single-reel comedies on Educational's program will be produced at the big comedy plant on Santa Monica Boulevard.

Tom Ricketts and Ivy Harr is have been assigned to the cast of "Just Married," which will be the first co-starring vehicle of James Hall and Ruth Taylor.

Ray Presents

(Continued from Page 4)

distributors' organization for political purposes, or as a medium for self-publicity and exploitaion.

The Canadian Moving Picture Digest is opposed to the attitude of Premier Taschereau of Quebec in relationship to the Industry of Motion Pictures, and is opposed to the Sunday Theatre Closing legislation as proposed for Quebec.

The Canadian Moving Picture Digest has always campaigned for "what is right with the movies."

PAST PERFORMANCES, present performances, future policies remain with The Digest consistently, progressive and constructive; and since this Industry is in need of publications which are inspired to follow such a policy; and are capable of concrete evidence, by way of constructive results, the Canadian Moving Picture Digest appeals to the distributors, producers and exhibitors of our Industry to give their moral and financial support to The Canadian Moving Picture Digest, its creed reads, "Ich Dien" (I serve).

Bill Stewart Has Rivoli Packed Theatre with "Passion"

Bill Stewart has leased the Rivoli Theatre, Toronto, Queen and Spadina, and with one of the old style Rialto fronts, packed them in for "Passion." No added attraction by way of vaudeville, etc., was introduced. The picture secured the business.

The BASIS of GOOD BOX OFFICE Management
Make the GOLD SEAL TICKET REGISTER the backbone of your Box Office System
16TH YEAR OF FAITHFUL SERVICE
STANDARD EQUIPMENT USED BY LEADING CIRCUITS THE WORLD OVER.
SEND FOR CIRCULARS AND PRICES
AUTOMATIC TICKET REGISTER CORPORATION
723 SEVENTH AVE
NEW YORK CITY

Mail & Empire Special Movie Fan Passes Away

Fred Jacob Dies of Heart Seizure

Fred Jacob, who has become well-known in the Moving Picture Industry for his special columns in the Mail and Empire headed "Our Special Fan at the Movies," passed away on Sunday while dining with his friends. It appears that Mr. Jacob was subject to asthmatic attacks and on this particular Sunday one of these attacks was followed by a hemorrhage which resulted in death two hours later.

Mr. Jacob was the literary and dramatic editor of the Mail and Empire, and has been with this paper since 1903, he was in his 46th year.

"The late Fred Jacob was a man of many talents. In addition to his comprehensive work on The Mail and Empire, he had written poetry and fiction for magazines in this country and the United States; was author of a number of plays, and even found time in his busy life for two novels. One of these, entitled "P.V.", had only recently been completed, and had not been sent to the publisher. In recent years, too, he had been in demand as a speaker by various clubs and other organizations. He was a lover of sport, and was president of St. Simon's Lacrosse Club from its organization in 1909 until 1926, when he retired and was made a life member An able and fearless writer, an indefatigable worker, and of pleasing personality, his loss will be keenly felt in the newspaper world, in the circle of arts and letters, and among personal friends in a wide range of callings.

For the past 15 years he had written critiques of musical events. Of a keenly analytical mind, yet capable of a delightful humorous touch, he was undoubtedly one of the outstanding literary critics of Canada. His book reviews were widely known and enjoyed a high reputation.

Mr. Jacob's first novel, "Day Before Yesterday," was published about two years ago, and attracted much attention. It depicted life in a small town, and so intimately was the story told that an elderly gentleman in Elora wrote for the weekly paper there an article purporting to indentify most of the characters. The author, however, said he was entirely wrong in that respect, because the book had not attempted to portray any individual characters, and most of those mentioned were in fact composites.

Wrote Book of Plays.

His interest in the theatre was by no means limited to criticism of performances. He had published a little book of plays called, "A Third of a Play," and these were presented at Hart House last year during the week devoted to Canadian plays. The titles were, "Autumn Blooming," "The Clever One," "Man's World,' "The Basket" and "They Met Again." As a member of the Arts and Letters Club, he contributed many bright little comedies, which were presented by the members, but were unknown to the general public and therefore of transient character.

In earlier years he twice won poetry competitions, the first with "The Departure of the Wild Geese," and in 1909 won the Globe's historical poem competition with "Laura Secord." He was a contributor of both verse and prose to a number of Canadian and United States publications.

Born in Elora.

Born at Elora, Ont., October 31, 1882, son of the late John Charles Jacob, barrister, and Augusta Jacob, now of Toronto, he received his education at Elora, and after several years in business offices in Toronto, took a position on The Mail and Empire staff in 1903. His first work was editorship of the young people's page, conducted under the nom de plume of "Tweedledum." After several years as assistant dramatic editor he became dramatic editor in 1910, and five years later also took charge of the Literary Page.

Last Monday he returned from attending the Canadian Folksong Festival in Quebec. All week and almost until the last hour he was about his accustomed work and chatting with members of the staff, who only a little later were trying to realize that they had seen Fred Jacob's pleasant smile for the last time, and that he was never to return to the desk at which he was a figure so familiar.

Besides his mother, there survive two sisters and two brothers: Mrs. Whatmo (Marion), of Lansing; Miss Amy, at home; Harry G., Toronto, and John Drew Jacob, of Port Arthur. The father died in 1901. Fred Jacob was a member of the Anglican Church. He resided at 139 Blythwood Road."

The Industry of Motion Pictures was greatly shocked to hear of this brilliant man's death, our sincerest sympathy is extended to his family, and The Mail and Empire for the loss of such a brilliant frere. The burial services from St. Simon's Church, were held on Wednesday, June 6th.

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"The Crowd" Drew The Crowd at Imperial

A special feature at the Imperial Theatre, Ottawa, Ontario, accompanying "The Crowd," was the orchestra specialty presented by the Capitol Ramblers. The latter comprise a lrage number of local juvenile jazz instrumentalists and the lively youngsters made a hit.

Linen Shower and Dance In Honor of Ida Lester

Daughter of S. Lester of Toronto to be Married This Month

The home of Mr. and Mrs. S. Lester, at 660 Gladstone Avenue, last week was the scene of a very pleasant surprise to the Lesters and their daughter, Miss Ida Lester

The event was a linen shower in honour of Miss Lester, who will be married this month.

Miss Lester was the happy recipient of many wonderful gifts which bespoke of the esteem in which her father, mother, and herself are held by the many friends who were there.

There were some fifty ladies present and a real good time followed, especially later in the evening, when the husbands were supposed to have called for their wives, they not only called, but stayed until the small hours of the morning. Enough said!

Among those present were Dr. and Mrs. Pollock, Mr. and Mrs. Field, Duchess Theatre; Mr. and Mrs. Stein, Peter Pan Theatre; Mr. and Mrs. Alexander, Park Theatre; Mr. and Mrs. J. Alexander, Victoria Theatre; Mr. and Mrs. H. Rotenberg, Mary Pickford Theatre; Mr. and Mrs. C. Rotenberg, Chateau Theatre; Mr. and Mrs. H. Lester, Bonita Theatre; Mr. and Mrs. G. A. Lester, King Theatre; and Mr. and Mrs. Joe Cohen, Garden Theatre.

Bernard Shaw Toying With Film Idea

Announces in Daily Mail, London, May Write Special Play for Films

George Bernard Shaw, in an article in the Daily Mail admits that he is "toying with the idea of writing a special play for the films." He is also thinking of lecturing in America, but through the medium of a "talking film."

Shaw declares he has been offered $2,500 a night to lecture, but thinks he will deliver his lecture from London, in comfort, not desirous of coming back from America, like other famous people, a physical wreck. You note Shaw admits he's famous.

What Are Children To Do Asks Quebec Mothers

Letters Written to Press Reveal Attitude of Parents to Taschereau Theatre Act

The following letters are an example of numerous letters appearing in the Quebec press voicing a protest against the recent Taschereau Children's Theatre Bill, which prevents children under sixteen from attending Motion Picture theatres:

What Are Children To Do?

The Editor, Montreal Daily Star:

Sir—I have read the letters in your paper in regard to children and the moving pictures. I want to ask what children are expected to do every night, especially children over twelve years of age. Of course, there is baseball, football, etc., for boys. But what is there for girls? When home lessons are finished, we can't put them to bed these light nights. I think when boys and girls are in the 6th and 7th grades, they ought to be allowed to see the movies once in a while, especially the educational pictures and the comedies. Surely these can't harm them. I am surprised that parents haven't said more about this subject, and only hope something will be done about it in the near future.

ANOTHER MOTHER.

A Mother's Hardship

The Editor, Montreal Daily Star:

Sir—If certain persons think that the movies have a bad influence on children, I think that they are utterly wrong. Children are optimists, who see only the good side of everything. In my own case, movies proved a very good influence on my little girl, who was very shy and nervous. Movies cured her of that. I live outside the city and my greatest pleasure was to go to the city twice a month, do my shopping and then see a good movie. As I have to take my little girl with me, I am deprived of that only pleasure I had. My child is only six years old, so it will be ten years until I am able to see another movie. It is ridiculous.

MARY SHERMAN.

Announcing the Celco Mazda Unit

The Mazda Lamp to replace the Arc is now coming into such general use that we have designed and are building, for the most part, in our own plant our Celco Mazda Unit. In designing our Unit, we tried, and believe we have succeeded, to produce a Unit that is perfect in every possible respect. Our Unit is simple but sturdy, easy of adjustment and operation, and extremely efficient.

LAMPHOUSE—Blued steel, ample size, neat design, fully ventilated, doors on both sides.

CONDENSERS—B. & L. Cinephors, special for Mazda, in machined cast iron mounts, easily removable.

REFLECTOR—B. & L. Cinephor, 5¼" special for Mazda, in three-spring cradle, instantly removeable.

SOCKET—Mogul Porcelain Receptacle, swivel mounted on male half of 30 ampere slip stage connector, simple, instantly removable, trouble proof, and inexpensive in case of repairs.

LAMPS—600 or 900 watt 30 volt Projection, the Transformer handling either one without adjustment.

TRANSFORMER—Jefferson Special with Jewell Ammeter mounted thereon, for front booth wall mounting. Guaranteed, cool and quiet in use, two snap switches give full control of amperage and bulb.

SUB-BASES—According to order for Motiograph, Powers 6A or 6B or Simplex Projectors.

SLIDE CARRIER—Drop slide type. Push lamphouse over and show slides instantly as usual.

ADJUSTMENTS—Six handles at rear of lamphous give, by rack and pinion, independent adjustment of either bulb or reflector up and down, back or forward or sideways. Pinhole in dowser.

FINISH—Natural blued steel, baked on black enamel, nickle plated rods, and polished aluminum handles.

OPERATION—We recommend for throws up to 100 feet, picture not over 10' 6" x 14'. Users say, however, up to 12' x 16'. Light is even all over sheet, brilliant, constant and flickerless. No adjusting, no carbon fumes, no dark corners. For 110 volts 25 or 60 cycles, or 30 volt D.C. plant. Enormous current saving over arc, the 900 watt lamp draws 9 amperes from lighting circuit. Power circut eliminated. Lamps rated at 100 hours life, we calculate they equal carbon costs at 80 hours, and our records show 150 hours average life. The use of good lenses, the Ross or Gundlach No. 2, and a Gold Fibre Screen are necessary for finest results.

PRICE—Lamphouse with Base, Condensers, Reflector, Cables, Two Quick Change Sockets and One Bulb.....$175.00

Jefferson Special Transformer with Jewell Ammeter for wall mounting 75.00

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